



**News Release**

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## United Way of America Honors Xcel Energy With Spirit of America<sup>®</sup> Award

*– America’s Largest Charity Awards Highest Honor to Utility Company for Exemplary  
Work in Corporate and Employee Community Engagement and Investment –*

PITTSBURGH (May 17, 2007) – United Way of America (UWA) today presented Xcel Energy with its most prestigious national accolade – the 20<sup>th</sup> annual Spirit of America<sup>®</sup> Award – to recognize the company’s commitment to community improvement. **Xcel Energy** Chairman, President and CEO Dick Kelly accepted the award at the 2007 United Way Staff Leaders Conference in Pittsburgh, Pa. Xcel Energy, a major electric and natural gas company based in Minneapolis, Minn. provides a comprehensive portfolio of energy-related products and services to 3.3 million electricity customers and 1.8 million natural gas customers.

Nationwide, Microsoft Corporation, DaimlerChrysler, General Mills, Kellogg Company and Target were also recognized for their charitable efforts as Summit Award winners.

“Xcel Energy exemplifies United Way’s Spirit of America principle of community engagement in every sense, from its efforts to engage young people through its Energy Classroom and Virtual Power Tour initiatives, to its dollar-for-dollar match of employee contributions,” said United Way of America President and CEO Brian A. Gallagher. “I commend the company and its employees and retirees for their steadfast collaboration with their local United Ways. The leadership and volunteerism demonstrated throughout all aspects of the organization have energized the communities they serve to get involved, make a difference and achieve positive results.” He added that Xcel Energy is the first utility ever to receive the Spirit of America Award.

Xcel Energy is an integral member of the communities it serves. In the past two decades, the company has donated more than 25,000 acres of river-front property for the purpose of

developing federal and state parks. Other notable Xcel Energy initiatives include participation in a program that affords employees 40 hours per year of paid time off to volunteer, a Dollars for Doing program that matches after-work volunteer hours with monetary donations to participating nonprofits, and quantitative and qualitative research and consultations with local United Ways.

“Winning the Spirit of America Award is a real tribute to our employees and retirees, who are generous givers and enthusiastic volunteers,” Kelly said. “The nature of our business literally connects us to the communities we serve, so we understand their needs and recognize that everyone benefits when those communities are safe and healthy. We’re fortunate to have strong partners in this effort, including the International Brotherhood of Electrical Workers and, of course, United Way.”

In addition to the Spirit of America Award, United Way presented six categorical Summit Awards to corporate partners that excelled in one or more service areas. Winners include:

- **Nationwide – Employee Community Investment, Community Leadership and Employee Community Engagement Awards** for the efforts of more than 200 company leaders who serve on the boards of more than 300 local nonprofit organizations across the country, the Nationwide *On Your Side* Volunteer Network, Nationwide’s partnership in education with local elementary schools, and their sharing of United Way Born Learning materials with associates.
- **Microsoft Corporation – Community Leadership and Employee Community Engagement Awards** for its innovative strategy to raise awareness about important community issues and the demonstrated return on investment that its charitable efforts yielded.
- **DaimlerChrysler – Employee Community Investment Award** for its work in educating and training employees about the United Way and its role in the community, while developing successful fundraising campaigns that earned generous support from donors.
- **General Mills – Corporate Community Investment Award** for its corporate-wide commitment to community service, to include participation from employees and board members, dollar-for-dollar matching programs, and participation in United Way’s Day of Caring events.
- **Kellogg Company – Corporate Community Investment Award** for its generous dollar-for-dollar match for employee and retiree United Way pledges, an employee and retiree volunteer program, and its continued financial and in-kind contributions.

- **Target – Employee Community Engagement Award** for its record employee participation in United Way's "Day of Caring" volunteer projects in 2006 to strengthen communities and families.

Spirit of America and Summit Award recipients were evaluated on their strength in promoting, volunteering, investing in, connecting with, advocating for, and partnering within their communities. The Spirit of America winner demonstrates superior service within its communities in all areas. Summit Award winners exhibit tangible results in special areas of focus. The Spirit of America program is open to any United Way National Corporate Leader (NCL). NCLs comprise leading national and global corporations that partner with United Way to deliver positive results within their communities. Eligible companies are evaluated by their NCL peers and local United Ways.

In keeping with businesses' renewed commitment to sustainable business practices, the 2007 Spirit of America awards, to be awarded in 2008, will feature a new corporate social responsibility (CSR) component in addition to the traditional Spirit of America criteria. Categorical awards will evaluate the areas of: Sustainability/Impact, Corporate, Workplace, and Volunteerism.

For more information on Spirit of America, NCL and how corporations can get involved in their communities or partner with United Way of America, please visit [unitedway.org/ncl/](http://unitedway.org/ncl/) or contact Amanda Ponzar, United Way of America Director of Communications for National Corporate Leadership at [Amanda.ponzar@uwa.unitedway.org](mailto:Amanda.ponzar@uwa.unitedway.org).

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### ***About United Way of America***

United Way of America is the national organization dedicated to leading the United Way movement in making a measurable impact in every community across America by focusing on the root causes of the most serious problems. The United Way movement includes over 1,300 community-based United Way organizations. Each is independent, separately incorporated, and governed by local volunteers. For more information about United Way of America, please visit: [www.unitedway.org](http://www.unitedway.org).